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COMPLETE

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Q1 Name of your organization.

Planned Parenthood Los Angeles

Q2 Grant #

20160401

Q3 Grant Period

August 1, 2016 through July 31, 2017

Q4 Location of your organization

City	Los Angeles
State	California

Q5 Name and Title of person completing evaluation.

Pamela Gabourie, Director of Development, Institutional Giving

Q6 Phone Number:

(213) 284-3290

Q7 Email address.

pamela.gabourie@pp-la.org

Page 2: Key Outcomes and Results

Q8 Total number of clients served through this grant funding:

16966

Q9 Describe the project's key outcomes and results based on the goals and objectives. Use the following format: State the Goal: State Objective 1: Describe the Activities, Results and Outcomes for Objective 1: State Objective 2 (if applicable): Describe the Activities, Results and Outcomes for Objective 2: State Objective 3 (if applicable): Describe the Activities, Results and Outcomes for Objective 3:

Objective 1:

PPLA will train 60 Peer Advocates in select schools in South and East Los Angeles to conduct reproductive health outreach to their peers and communities.

Outcomes and Results for Objective 1:

During the grant period, Planned Parenthood Los Angeles (PPLA) trained 83 Peer Advocates from high schools in South and East Los Angeles – including Roosevelt High School, Mendez High School, Hollywood High School, King Drew Medical Magnet High School, Animo Pat Brown Charter High School, and Ralph Bunche High School – to serve as non-judgmental resources for sexual health information and services at their schools and in their communities. Peers attended a five-day, hands-on, interactive training in August 2016. Throughout the year, Peers attended regular meetings and trainings on campus, conducted outreach on their campuses and in their communities, and worked with PPLA staff to plan events and develop original social media content to educate their peers.

By participating in the program, Peer Advocates gained experience that was valuable for jobs, reference letters, and in some cases, education and career direction. Peers also acquired transferable skills in communication, public speaking, facilitation, listening, leadership, and problem solving.

Objective 2:

Peer Advocates will increase the knowledge of STI and pregnancy prevention among high school-aged youth by conducting outreach to 14,000 unduplicated teens.

Outcomes and Results for Objective 2:

PPLA's Peer Advocates reached 16,966 individuals during the grant period through their education and outreach efforts. Peer Advocates hosted events, created videos, and had meaningful one-on-one conversations with their peers in order to de-stigmatize sexual health information and access to services. Peer Advocates also became spokespeople for various advocacy and media events throughout the year. For example, in January 2017, when Planned Parenthood Federation of America launched the #IDEFY Campaign (a new effort to identify, train, and mobilize young people in order to bring them into the Planned Parenthood family for affordable high quality health care, comprehensive sex education, and a lifetime of activism), a PPLA Peer Advocate was a key spokesperson for a Facebook live event that was hosted in Los Angeles.

This year, the Peer Advocates program also created original educational videos about gender expectations, rights in relationships, STI testing, and decision-making for use in high school classrooms. The videos were created to fill gaps in our curriculum as identified by Peers and serve to provide real-world examples of conversations in relationships and other topics, as well as serve as a springboard for activities that encourage students to build their communication skills. Peers participated in ten focus groups to develop content for the videos, weighing in on urgent sexual health topics, as well as storylines, characters, and language that would be relevant for their peers in the classroom. Four videos were created: (1) Gender Expectations: <https://youtu.be/AE3tHHgd8Sk>; (2) Rights in Relationships: <https://youtu.be/v3ZdJNbsv-o>; (3) Getting Tested: https://youtu.be/3bBneOQ_0oc; and (4) Decision-Making: <https://youtu.be/C1-COz7184o>.

Q10 Please describe any challenges/obstacles the organization encountered (if any) in attaining goals & objectives.

We did not experience any challenges or obstacles in attaining our stated goals and objectives. The Peer Advocates program expects some turnover each year, but this was/is accounted for in our planning and in our stated goals. In fact, the program significantly exceeded both stated objectives – training more Peer Advocates and educating more teens than anticipated.

Funding for our programs and services continues to be challenging, as shifting priorities in the current administration suggest a decrease in support for reproductive health and education, particularly in the area of teen pregnancy prevention. Many private sources are also choosing to fund different agencies from year to year.

Q11 How did you overcome and/or address the challenges and obstacles?

To maximize and retain participation in the Peer Advocate program, PPLA is flexible when scheduling training and feedback sessions. We provide thorough training and regular follow-up workshops and practice sessions and we set clear and achievable expectations. We also recognize Peer Advocates' contributions through public recognition, t-shirts, meals, bus tokens, and other incentives.

One of the most important steps PPLA has taken over the last year is to fortify our operations and cash reserves to fund possible gaps we may face in order to continue providing programs and services, including the Peer Advocates Program. PPLA is investing heavily in our fundraising plan to build and diversify our base of supporters and funding sources. We also continue to incorporate new business models and innovative approaches that both secure our financial sustainability and support positive outcomes.

Q12 Describe any unintended positive outcomes as a result of the efforts supported by this grant.

In the months following the 2016 election, there was a staggering rise in calls for advocacy, primarily from women and young people. PPLA's Peer Advocates rose to the challenge, organizing events on their campuses and in their communities to raise awareness about reproductive health and rights, educate young people about sexual health, and create lasting change in their communities. For example, two of PPLA's peer advocates volunteered to share their stories at a Pink Out #IStandwithPP Rally to showcase their commitment to nonjudgmental and inclusive sex education and Planned Parenthood's important role in opening up these conversations between teens and their families. A video of their speeches can be found here: <https://youtu.be/HXaeB5U2W0Q>.

Q13 Briefly describe the impact this grant has had on the organization and community served.

The Peer Advocate program provides education and information about reproductive and sexual health for young people, families, and communities, and raises awareness about how to access critical services at PPLA's 19 locally-based health centers throughout Los Angeles County. Research suggests that people are more likely to hear and internalize messages, and as a result, change their attitudes and behaviors, if they believe the messenger is similar to them and faces the same concerns and pressures. Peer Advocates shared the challenges, interests, and experiences of the young people they were trying to reach and were able to communicate to them in a youth-friendly style.

Moreover, the program offered young people in South and East Los Angeles a unique network that acknowledges and supports their dynamic and diverse perspectives and the intersectional framework that they are using to connect reproductive health to other issues like civil rights, immigration, the environment, and identity politics. This allowed them to build across movements, identities, and issues in order to harness their collective power and impact change in their communities more effectively. Peer Advocates gained a strong sense of community as they became part of a social network and met people with similar interests. They became assets to their schools and to their communities.

S.L. Gimbel Foundation Fund

Q14 Please provide a budget expenditure report of the approved line items. Include a brief narrative on how the funds were used to fulfill grant objectives.

Budget Narrative for Peer Advocates Program

Branded outreach material: Includes expenses for PPLA pins, wallet cards, educational brochures and supplies; Peer Advocates also receive tote bags in the beginning of the year to carry outreach materials to school and community events.

T-shirts: All Peers wear shirts at school and community outreach events.

Incentives: Peers receive incentive gift cards for attendance at meetings and events, reaching outreach goals, etc.

Teacher advisor incentives: \$150 per teacher, 7 teachers. Teachers that serve as advisors to Peer Advocate groups receive an end-of-year appreciation gift.

Bus transport for student retreat: The student retreat is used as a time to build trust and community among the Peer Advocates and begin leadership and advocacy training.

Education materials: Includes expenses for pamphlets, cards, pens, pins, chapsticks, stickers, training supplies, flipchart paper, markers, and activity materials used during educational sessions, trainings, and outreach events.

Technology maintenance: AppleCare maintenance.

Summer parent workshop: Food for parent workshop: for parents to learn about the Peer Advocates program and receive training on how to speak to their children about sexual health.

Summer peer training meals: The Peers receive a full week of intensive training over the summer to begin developing leadership and advocacy skills, as well as information about sexual health, relationships, and cultural sensitivity.

Saturday trainings: 4 day-long Saturday trainings held for Peer Advocates. These trainings are continuations of their summer training and serve to bolster their leadership, education and advocacy skills.

Bus tokens: Peer Advocates attend approximately 14 days of training or outreach events. Peer Advocates often do not have reliable transportation, and PPLA provides bus transportation to and from training and outreach events that are not held at their schools.

External training meals: PPLA provides food during trainings it holds with community partners, other Planned Parenthood affiliates, and/or workgroups to share knowledge and best practices.

Peer semester showcase: Includes the cost of food for Peer Advocates, decorations, and photo booths for two showcases. Showcases are times for Peer Advocates from different schools to meet and share the work that they have done over the past semester.

Peer meeting snacks: Snacks are provided for approximately 35 Peer Advocates meetings per year.

Technical Assistance: Includes expenses for food and supplies for Peer Advocates outreach events at their schools to educate and reach out to their peers.

Stakeholder meetings: Includes expenses for food and supplies for stakeholder meetings to engage community partners in the planning process.

Program office supplies: Includes the cost of journals for Peer Advocates, as well as pamphlets on STI prevention, HIV prevention, and birth control options.

Page 4: Success Stories

Q15 Please relate a success story:

Carlos, a Peer Advocate for the past three years, was recently admitted into Yale University. His older brother, José, now a second year student at Yale, was also in PPLA's Peer Advocate program for three years. An additional three Peer Advocates got into the University of California, Los Angeles. All of these students are the first generation in their families to go to college.

Q16 Please relate a success story here:

Respondent skipped this question

Q17 Please relate a success story here:

Respondent skipped this question

Page 5: Organizational Information

Q18 Which category best describes the organization. Please choose only one.Medical/Health/Public
Agency**Q19** What is the organization's primary program area of interest?Health & Human
Services**Q20** Percentage of clients served through grant in each ethnic group category. Total must equal 100%

African American	11
Asian/Pacific Islander	1
Caucasian	1
Hispanic Latino	85
Other	2

Q21 Approximate percentage of clients served from grant funds in each age category.

Youth ages 13-18	100
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Q22 Approximate percentage of clients served with disabilities from grant funds.

Respondent skipped this question

Q23 Approximate percentage of clients served in each economic group.

Respondent skipped this question

Q24 Approximate percentage of clients served from grant funds in each population category.

Students	100
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